

# Nintendo France SA in Toys and Games (France)

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## Abstracts

There are important challenges to overcome over the forecast period, if Nintendo France's parent company wants it to maintain its leading position in video games in France. In the short term, Nintendo France will need to manage the success of the new PlayStation 4, launched by Sony Computer Entertainment France, and Xbox One, launched by Microsoft France, and also the growing competition from tablet and mobile gaming, which directly impacts the performance of its 3DS console. Its performance in...

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